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PHILIP MORRIS U.S.A.

RESEARCH CENTER

CHARGE NO. & TITLE: 2100 New Product Development

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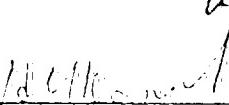
REPORT TITLE:

R-5514 True Menthol 85 mm (Unidentified) versus 85 mm Timer Menthol  
Coded D5ANG Coded D5ANH

R-5515 Belair 85 mm (Unidentified) versus 85 mm Timer Menthol  
Coded D5ANC Coded D5AND

R-5516 Kool Milds 85 mm versus 85 mm Timer Menthol  
(Unidentified) Coded D5ANE Coded D5ANF

WRITTEN BY Faye Reynolds  
Faye Reynolds

APPROVED BY H. G. Daniel   
H. G. Daniel   
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KEYWORDS:

85 mm True Menthol, 85 mm Belair,  
85 mm Kool Milds,  
85 mm Timer Menthol

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SUMMARY OF RP<sup>3</sup> TEST R-5514 (Unidentified True vs. Timer Menthol)

The cross-section of menthol smokers found the True to have an off-taste ( $p < .0005$ ). They found the Timer menthol to have more total taste ( $p < .001$ ), to be more tobacco-like in flavor ( $p < .0005$ ), to have the better aftertaste ( $p < .0005$ ), to have more menthol coolness ( $p < .005$ ), preferred Timer ( $p < .0005$ ), gave it a higher mean acceptability rating ( $p < .01$ ) and a higher rating on the purchase probability scale ( $p < .01$ ).

True smokers found the unidentified True to have more total taste ( $p < .09$ ), to be sweeter tasting ( $p < .03$ ), to have the better aftertaste ( $p < .06$ ), preferred True ( $p < .06$ ), gave it a higher mean acceptability rating ( $p < .05$ ) and a higher rating on the purchase probability scale ( $p < .01$ ). They found the Timer menthol to have an off-taste ( $p < .06$ ), to be harsher ( $p < .005$ ) and to be more bitter ( $p < .01$ ).

For race breakouts see tables.

SUMMARY OF RP<sup>3</sup> TEST R-5515 (Unidentified Belair vs. Timer Menthol)

Belair smokers found the unidentified Belair to have the better aftertaste ( $p < .08$ ) and preferred Belair ( $p < .10$ ).

For race breakouts see tables.

SUMMARY OF RP<sup>3</sup> TEST R-5516 (Unidentified Kool Milds vs. Timer Menthol)

The cross-section of menthol smokers found the Kool Milds to be harsher ( $p < .07$ ) and to be more tobacco-like in flavor ( $p < .10$ ). They found the Timer menthol to have more menthol coolness ( $p < .03$ ).

Kool smokers found the unidentified Kool Milds to be harsher ( $p < .09$ ). They found the Timer menthol to be sweeter-tasting ( $p < .01$ ).

For race breakouts see tables.

PURPOSE: To test the acceptability of the Timer Menthol 85 mm product against three unidentified competitive products (True, Belair, and Kool Milds).

PANELISTS: On each of the three tests we used a cross-section of 85 mm menthol smokers recruited from the Richmond Product Placement Panel. In order to have enough smokers of the control cigarette to analyze separately, we augmented the cross-section panel with 51 additional True smokers in R-5514, 100 additional Belair smokers in R-5515, and 200 additional Kool smokers in R-5516.

PROCEDURE: On each test participants were given five packs of the unidentified control cigarette and five packs of the experimental cigarette. After smoking as many of the cigarettes as necessary, they answered nine attribute questions, a preference question, a nine-point overall acceptability scale ranging from (1=dislike extremely to 9=like extremely) and a seven-point purchase probability scale ranging from (1=definitely not to 7=definitely). (See attached ballot.)

CIGARETTES:

<u>R-5514</u>	<u>True Menthol 85 mm Coded D5ANG</u>	<u>Timer Menthol 85 mm Coded D5ANH</u>
Red	N7	K3
Black	K3	N7
<u>R-5515</u>	<u>Belair 85 mm Coded D5ANC</u>	<u>Timer Menthol 85 mm Coded D5AND</u>
Red	L9	G5
Black	G5	L9
<u>R-5516</u>	<u>Kool Milds 85 mm Coded D5ANE</u>	<u>Timer Menthol 85 mm Coded D5ANF</u>
Red	Q6	K2
Black	K2	Q6

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RESULTS:

KEY:

TS-W	85 mm True Smokers (White)
TS-B	85 mm True Smokers (Black)
TS-CP	True Smokers Combined
BS-W	85 mm Belair Smokers (White)
BS-B	85 mm Belair Smokers (Black)
BS-CP	Belair Smokers Combined
KS-W	85 mm Kool Smokers (White)
KS-B	85 mm Kool Smokers (Black)
KS-CP	Kool Smokers Combined
CS-W	Cross-section of 85 mm Menthol Smokers (White)
CS-B	Cross-section of 85 mm Menthol Smokers (Black)
CS-CP	Cross-section of 85 mm Menthol Smokers Combined

PART I

(Study Code R-5514)

TS-W	-	N= 20
TS-B	-	N= 8
TS-CP	-	N= 28
CS-W	-	N= 87
CS-B	-	N= 71
CS-CP	-	N=158

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Which cigarette:	True Menthol D5ANG	Timer Menthol D5ANH	No Difference	Probability
Has more total taste?				
TS-W	12	6	2	NS
TS-B	5	2	1	NS
TS-CP	17	8	3	<.09
CS-W	30	50	7	<.04
CS-B	20	43	8	<.01
CS-CP	50	93	15	<.001

Which cigarette:	True Menthol D5ANG	Timer Menthol D5ANH	No. Difference	Probability
Has an off-taste?				
TS-W	1	12	7	<.02
TS-B	2	1	5	NS
TS-CP	3	13	12	<.06
CS-W	39	21	26	<.06 inc.
CS-B	45	15	11	<.0005
CS-CP	84	36	37	<.0005 inc.
Is harsher?				
TS-W	2	11	7	<.05
TS-B	0	6	2	<.04
TS-CP	2	17	9	<.005
CS-W	28	41	18	NS
CS-B	38	17	16	<.02
CS-CP	66	58	34	NS
Is more spicy?				
TS-W	3	10	7	NS
TS-B	1	2	5	NS
TS-CP	4	12	12	NS
CS-W	29	25	32	NS inc.
CS-B	23	28	20	NS
CS-CP	52	53	52	NS inc.
Is sweeter-tasting?				
TS-W	12	5	3	NS
TS-B	5	0	3	<.08
TS-CP	17	5	6	<.03
CS-W	41	25	21	<.09
CS-B	21	37	13	<.06
CS-CP	62	62	34	NS
Is more bitter?				
TS-W	1	12	7	<.02
TS-B	0	3	5	NS
TS-CP	1	15	12	<.01
CS-W	32	27	28	NS
CS-B	30	18	23	NS
CS-CP	62	45	51	NS

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Which cigarette:	True Menthol	Timer Menthol	No. Difference	Probability
	D5ANG	D5ANH		
<b>Is more tobacco-like in flavor?</b>				
TS-W	8	7	5	NS
TS-B	3	3	2	NS
TS-CP	11	10	7	NS
CS-W	17	53	17	<.0005
CS-B	16	46	9	<.0005
CS-CP	33	99	26	<.0005
<b>Has the better aftertaste?</b>				
TS-W	13	6	1	NS
TS-B	4	1	3	NS
TS-CP	17	7	4	<.06
CS-W	27	52	8	<.01
CS-B	18	41	12	<.01
CS-CP	45	93	20	<.0005
<b>Has more menthol coolness?</b>				
TS-W	11	6	3	NS
TS-B	4	3	1	NS
TS-CP	15	9	4	NS
CS-W	30	53	4	<.02
CS-B	21	35	15	<.10
CS-CP	51	88	19	<.005
<b>Which do you prefer?</b>				
True Menthol	Timer Menthol			
D5ANG	D5ANH			
TS-W	14	6	<.08	
TS-B	5	3	NS	
TS-CP	19	9	<.06	
CS-W	33	52	<.04 inc.	
CS-B	20	49	<.0005 inc.	
CS-CP	53	101	<.0005 inc.	

**NINE-POINT OVERALL ACCEPTABILITY SCALE  
(1=dislike extremely to 9=like extremely)**

	Means		t-Scores	Probability
	D5ANG	D5ANH		
TS-W	6.40	5.15	1.78	NS
TS-B	7.13	5.63	1.45	NS
TS-CP	6.61	5.29	2.31	<.05
CS-W	4.80	6.00	3.24	<.01
CS-B	3.96	5.76	4.14	<.01 inc.
CS-CP	4.42	5.80	5.20	<.01 inc.

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SEVEN-POINT PURCHASE PROBABILITY SCALE  
(1=definitely not to 7=definitely)

	Means		t-Scores	Probability
	D5ANG	D5ANH		
TS-W	4.90	3.45	2.30	<.05
TS-B	5.63	3.63	2.49	<.05
TS-CP	5.11	3.50	3.22	<.01
CS-W	3.44	4.44	3.03	<.01
CS-B	2.82	4.49	4.57	<.01
CS-CP	3.16	4.46	5.31	<.01

PART II

(Study Code R-5515)

BS-W	-	N= 53
BS-B	-	N= 20
BS-CP	-	N= 73
CS-W	-	N= 87
CS-B	-	N= 76
CS-CP	-	N=163

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Which cigarette:	Belair Menthol	Timer Menthol	No Difference	Probability
	D5ANC	D5AND		
Has more total taste?				
BS-W	25	23	5	NS
BS-B	12	7	1	NS
BS-CP	37	30	6	NS
CS-W	44	35	8	NS
CS-B	32	34	10	NS
CS-CP	76	69	18	NS

Which cigarette:	Belair Menthol D5ANC	Timer Menthol D5AND	No. Difference	Probability
Has an off-taste?				
BS-W	15	24	14	NS
BS-B	6	10	4	NS
BS-CP	21	34	18	NS
CS-W	20	35	32	NS
CS-B	30	25	21	NS
CS-CP	50	60	53	NS
Is harsher?				
BS-W	15	24	14	NS
BS-B	8	9	3	NS
BS-CP	23	33	17	NS
CS-W	37	31	19	NS
CS-B	28	31	17	NS
CS-CP	65	62	36	NS
Is more spicy?				
BS-W	13	14	26	NS
BS-B	9	7	4	NS
BS-CP	22	21	30	NS
CS-W	18	34	35	<.09
CS-B	18	21	37	NS
CS-CP	36	55	72	NS
Is sweeter-tasting?				
BS-W	23	16	14	NS
BS-B	8	8	4	NS
BS-CP	31	24	18	NS
CS-W	32	32	23	NS
CS-B	25	25	26	NS
CS-CP	57	57	49	NS
Is more bitter?				
BS-W	13	25	15	<.10
BS-B	8	6	6	NS
BS-CP	21	31	21	NS
CS-W	24	28	35	NS
CS-B	28	23	25	NS
CS-CP	52	51	60	NS

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Which cigarette:	Belair Menthol		No Difference	Probability
	D5ANC	D5AND		
<b>Is more tobacco-like in flavor?</b>				
BS-W	23	17	13	NS
BS-B	10	6	4	NS
BS-CP	33	23	17	NS
CS-W	42	31	14	NS
CS-B	31	28	17	NS
CS-CP	73	59	31	NS
<b>Has the better aftertaste?</b>				
BS-W	30	19	4	NS
BS-B	12	8	0	NS
BS-CP	42	27	4	<.08
CS-W	40	31	16	NS
CS-B	36	32	8	NS
CS-CP	76	63	24	NS
<b>Has more menthol coolness?</b>				
BS-W	24	26	3	NS
BS-B	10	10	0	NS
BS-CP	34	36	3	NS
CS-W	35	39	13	NS
CS-B	30	39	7	NS
CS-CP	65	78	20	NS
Which do you prefer?	Belair Menthol		Probability	
	D5ANC	D5AND		
BS-W	31	21	NS inc.	
BS-B	12	8	NS	
BS-CP	43	29	<.10 inc.	
CS-W	45	40	NS inc.	
CS-B	33	42	NS inc.	
CS-CP	78	82	NS inc.	

**NINE-POINT OVERALL ACCEPTABILITY SCALE**  
(1=dislike extremely to 9=like extremely)

	Means		t-Scores	Probability
	D5ANC	D5AND		
BS-W	6.09	5.34	1.62	NS
BS-B	5.70	5.45	0.34	NS
BS-CP	5.99	5.37	1.57	NS
CS-W	5.84	5.48	1.04	NS
CS-B	5.63	5.89	0.61	NS
CS-CP	5.74	5.67	0.25	NS

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SEVEN-POINT PURCHASE PROBABILITY SCALE  
(1=definitely not to 7=definitely)

	<u>Means</u>		<u>t-Scores</u>	<u>Probability</u>
	D5ANC	D5AND		
BS-W	4.25	3.45	1.82	NS
BS-B	4.20	3.75	0.66	NS
BS-CP	4.23	3.53	1.92	NS
CS-W	4.02	3.67	1.14	NS
CS-B	4.26	4.34	0.21	NS
CS-CP	4.13	3.98	0.63	NS

PART III

(Study Code R-5516)

KS-W	- N= 48
KS-B	- N= 57
KS-CP	- N=105
CS-W	- N= 95
CS-B	- N= 74
CS-CP	- N=169

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Which cigarette:	Kool Milds D5ANE	Timer Menthol D5ANF	No Difference	Probability
Has more total taste?				
KS-W	23	15	6	NS inc.
KS-B	24	23	5	NS inc.
KS-CP	47	38	11	NS inc.
CS-W	50	34	7	<.10 inc.
CS-B	28	32	9	NS inc.
CS-CP	78	66	16	NS inc.

	Kool Milds D5ANE	Timer Menthol D5ANF	No Difference	Probability
Which cigarette:				
Has an off-taste?				
KS-W	12	19	14	NS inc.
KS-B	22	15	14	NS inc.
KS-CP	34	34	28	NS inc.
CS-W	26	33	27	NS inc.
CS-B	30	16	21	<.09 inc.
CS-CP	56	49	48	NS inc.
Is harsher?				
KS-W	20	17	9	NS inc.
KS-B	26	12	12	<.05 inc.
KS-CP	46	29	21	<.09 inc.
CS-W	40	36	12	NS inc.
CS-B	35	16	17	<.03 inc.
CS-CP	75	52	29	<.07 inc.
Is more spicy?				
KS-W	12	10	19	NS inc.
KS-B	13	23	13	NS inc.
KS-CP	25	33	32	NS inc.
CS-W	28	28	27	NS inc.
CS-B	20	25	21	NS inc.
CS-CP	48	53	48	NS inc.
Is sweeter-tasting?				
KS-W	13	18	12	NS inc.
KS-B	8	29	12	<.005 inc.
KS-CP	21	47	24	<.01 inc.
CS-W	36	30	19	NS inc.
CS-B	14	36	14	<.01 inc.
CS-CP	50	66	33	NS inc.
Is more bitter?				
KS-W	11	16	14	NS inc.
KS-B	25	12	10	<.06 inc.
KS-CP	36	28	24	NS inc.
CS-W	28	28	24	NS inc.
CS-B	33	14	19	<.02 inc.
CS-CP	61	42	43	NS inc.

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Which cigarette:	Kool Milds	Timer Menthol	No Difference	Probability
	D5ANE	D5ANF		
<b>Is more tobacco-like in flavor?</b>				
KS-W	25	15	5	NS inc.
KS-B	23	21	5	NS inc.
KS-CP	48	36	10	NS inc.
CS-W	43	32	14	NS inc.
CS-B	34	24	9	NS inc.
CS-CP	77	56	23	<.10 inc.
<b>Has the better aftertaste?</b>				
KS-W	23	15	6	NS inc.
KS-B	16	30	3	<.05 inc.
KS-CP	39	45	9	NS inc.
CS-W	44	37	11	NS inc.
CS-B	21	39	5	<.03 inc.
CS-CP	65	76	16	NS inc.
<b>Has more menthol coolness?</b>				
KS-W	17	23	5	NS inc.
KS-B	23	29	4	NS inc.
KS-CP	40	52	9	NS inc.
CS-W	32	47	11	NS inc.
CS-B	28	41	2	NS inc.
CS-CP	60	88	13	<.03 inc.
<b>Which do you prefer?</b>	Kool Milds	Timer Menthol	Probability	
	D5ANE	D5ANF		
KS-W	29	17	<.09 inc.	
KS-B	20	30	NS inc.	
KS-CP	49	47	NS inc.	
CS-W	48	43	NS inc.	
CS-B	27	40	NS inc.	
CS-CP	75	83	NS inc.	

**NINE-POINT OVERALL ACCEPTABILITY SCALE**  
(1=dislike extremely to 9=like extremely)

	Means		t-Scores	Probability
	D5ANE	D5ANF		
KS-W	6.02	5.60	0.89	NS inc.
KS-B	5.92	6.03	0.33	NS inc.
KS-CP	5.97	5.85	0.36	NS inc.
CS-W	5.91	5.80	0.33	NS inc.
CS-B	5.57	6.17	1.49	NS inc.
CS-CP	5.76	5.96	0.77	NS inc.

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SEVEN-POINT PURCHASE PROBABILITY SCALE

(1=definitely not to 7=definitely)

	<u>Means</u>		<u>t-Scores</u>	<u>Probability</u>
	D5ANE	D5ANF		
KS-W	4.62	4.00	1.44	NS inc.
KS-B	4.20	4.79	1.46	NS inc.
KS-CP	4.39	4.43	0.13	NS inc.
CS-W	4.23	4.11	0.40	NS inc.
CS-B	4.00	4.86	2.48	<.05 inc.
CS-CP	4.13	4.45	1.37	NS inc.

1000359454

PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Jerry Osmalov (5)

Date: September 10, 1975

From: Faye Reynolds

Charge No. 2100

Subject: R-5514 Unidentified True Menthol 85 mm Cigarette vs. 85 mm  
Menthol 8-9 mg. Dil. CA Cigarette Coded X6D5ALL (no over-tipping)

Test Requester: P. Gauvin

Approved by:

*S. Meyer*  
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus  
58 additional True menthol smokers

Presentation: Paired Comparison

Quantity:

Control

Red N7 1000 packs.  
Black K3 1000 packs.

Experimental

Red K3 1000 packs  
Black N7 1000 packs

Cigarette Descriptions:

Control - Unidentified True Menthol 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette  
Coded X6D5ALM (no over-tipping)

fs

cc: F. Resnik J. Wickham J. Whitman  
W. Gannon H. Daniel M. Johnston  
R. Thomson H. Spielberg E. Chambers  
F. Daylor L. Meyer P. Gauvin  
C. Kounnas

1000359455

TO: Faye Reynolds DATE: September 30, 1975  
 FROM: J. E. Wickham  
 SUBJECT: Richmond Panel R-5514  
 DSANG = Red N7 and Black K3 = True Menthol 85 Cigarettes  
 DSANH = Red K3 and Black N7 = Experimental Timer Menthol 85  
 Cigarettes

The experimental Timer Menthol 85 cigarettes (DSANH) were different from the True Menthol 85 cigarettes (DSANG) in all characteristics except puff count, total RTD, static burning time, cigarette length, circumference, filter length, filter weight and menthol in smoke delivery.

The True Menthol 85 cigarettes were overtipped in order to conceal their identity from the panelists.

	True Menthol 85	Timer Menthol 85
IBM Code	DSANG	DSANH
<u>Smoke</u>		
Butt Length, mm	33	33
FTC Tar, mg/cig.	11.3	8.9
Nicotine, mg/cig.	0.68	0.58
Puffs/cig.	7.9	7.6
Filtration Eff., %	47	61
<u>Cigarette</u>		
Total RTD, in. of H <sub>2</sub> O	4.8	5.1
Static Burn. Time, min.	7.5	7.5
Length, mm	84.5	84.5
Circumference, mm	25.1	25.0
<u>Paper</u>		
Additive, type	Cit.	Cit.
Porosity, sec.	23	12
<u>Filter</u>		
RTD, in. of H <sub>2</sub> O	2.7	4.2
Length, mm	25.0	25.0
Inner	15.0	-
Outer	10.0	-
Weight, g	0.17	0.18
Inner	0.10	-
Outer	0.07	-
Tipping paper length, mm	30	30
Dilution, %	17	24
<u>Filler</u>		
Total alkaloids, %	1.26	1.45
Total reducing sugars, %	8.3	5.1
Wt. of tob., g	0.71	0.69
Rod Density, g/cc	0.239	0.234
<u>Menthol, mg/cig.</u>		
Smoke	0.37	0.34
Filler	2.4	3.0
Filter	0.4	0.8

JEW:gmm

cc: Mr. F. E. Resnik Mr. D. F. Meyer  
 Mr. R. N. Thomson Mr. H. L. Spielberg  
 Dr. W. F. Gannon Mr. M. E. Johnston  
 Mr. J. S. Osmalov Mr. P. N. Guavin  
 Mr. F. L. Daylor Analytical File  
 Mr. H. G. Daniel

1000359456

**RECEIVED**

CIGARET DEVELOPMENT DIVISION

SEP 26 1975

TEST RELEASE FORM

F. E. RESNIK

Test No. R-5514

Test Description Unidentified Yule Menthol 8mg vs Yule Menthol

Requested by: Gavin (Reynolds)

Date Requested 9-16-75

Date Completed 9-18-75

CHECKED BY

Cigaret Inspection:

Filters \_\_\_\_\_

Filler Rod \_\_\_\_\_

Finished Cigt OK 99W

Packaging OK 99W

Analytical Specifications: Paul (Gamm

Sent to Analytical: 9-18-75

Date Received: 9-19-75

Date

Garrison (2pks) 9-22-75

Hensel (2pks) 9-22-75

(2pks)

Thomas (2ctn) 9-22-75

Daniels (1ctn) 9-22-75

APPROVED FOR RELEASE

J.W. Hansen  
Tobacco Semi-Works  
Facility Leader

APPROVED FOR RELEASE

J.S. O'Brien  
Manager  
Cigaret Development  
Services Division.

SHIPPING

Sent to Shipping 9-22-75

1000359452

RETURN BALLOT BY

R-5514

B

Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows: N7 - 5 packs and K3 - 5 packs. Remember, you do not have to smoke all of the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in the enclosed postage-paid envelope. Thank you very much - your cooperation in this test is most helpful.

D. F. Reynolds  
Panel Leader

**PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST**

First smoke some of the cigarettes marked N7 and then the cigarettes marked K3. Then compare the two cigarettes with each other and complete the questions below.

N7      K3      No

Which cigarette:

1. has more total taste? \_\_\_\_\_
2. has an off-taste? \_\_\_\_\_
3. is harsher? \_\_\_\_\_
4. is more spicy? \_\_\_\_\_
5. is sweeter-tasting? \_\_\_\_\_
6. is more bitter? \_\_\_\_\_
7. is more tobacco-like in flavor? \_\_\_\_\_
8. has the better aftertaste? \_\_\_\_\_
9. has more menthol coolness? \_\_\_\_\_
10. Which do you prefer? (choose one) \_\_\_\_\_

- 11a. Check the box that best describes how you feel about the overall acceptability of the cigarette coded N7.

dislike	dislike	dislike	dislike	neither	like	like	like	like
extremely	very much	moderately	slightly	like nor	slightly	moderately	very much	extremely

- 11b. Check the box that best describes how you feel about the overall acceptability of the cigarette coded K3.

dislike	dislike	dislike	dislike	neither	like	like	like	like
extremely	very much	moderately	slightly	like nor	slightly	moderately	very much	extremely

- 12a. Would you buy the N7 cigarette if it were available now?

definitely	probably	possibly	uncertain	possibly	probably	definitely	not	not	not

- 12b. Would you buy the K3 cigarette if it were available now?

definitely	probably	possibly	uncertain	possibly	probably	definitely	not	not	not

1000359458

PHILIP MORRIS U. S. A.  
INTER-OFFICE CORRESPONDENCE  
RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: September 10, 1975  
From: Faye Reynolds Charge No. 2100  
Subject: R-5515 Unidentified Belair 85 mm vs. 85 mm Menthol 8-9 mg. Dil.  
CA Cigarette Coded X6D5ALL (over-tipped to same length as control)

Test Requester: P. Gauvin

Approved by: L. Meyer  
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus  
100 additional Belair smokers

Presentation: Paired Comparison

Quantity:

Control

Red L9 1100 packs  
Black G5 1100 packs

Experimental

Red G5 1100 packs  
Black L9 1100 packs

Cigarette Descriptions:

Control - Unidentified Belair 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette  
Coded X6D5ALL (over-tipped to same length  
as control) *ALL*

fs

cc: F. Resnik J. Wickham J. Whitman  
W. Gannon H. Daniel M. Johnston  
R. Thomson H. Spielberg E. Chambers  
F. Daylor L. Meyer P. Gauvin  
C. Kounnas

*J. Meyer  
P. Gauvin*

1000359459

TO: ✓Faye Reynolds DATE: September 30, 1975

FROM: J. E. Wickham

SUBJECT: Richmond Panel R-5515

DSANC = Red L9 and Black GS = Belair 85 Cigarettes  
DSAND = Red GS and Black L9 = Experimental Timer Menthol 85  
Cigarettes

The experimental Timer Menthol 85 cigarettes (DSAND) were different from the Belair 85 cigarettes (DSANC) in all characteristics except puff count, static burning time, circumference, and menthol in smoke delivery.

These cigarettes were overtipped with a 39 mm tipping paper in order for Belair 85 cigarettes to be unidentified to the panelists.

	<u>Belair 85</u>	<u>Timer Menthol 85</u>
<u>IBM Code</u>	DSANC	DSAND
<u>Smoke</u>		
Butt Length, mm	42	42
FTC Tar, mg/cig.	10.4	6.5
Nicotine, mg/cig.	0.73	0.48
Puffs/cig.	5.9	5.4
Filtration Eff., %	48	61
<u>Cigarette</u>		
Total RTD, in. of H <sub>2</sub> O	4.3	5.0
Static Burn. Time, min.	7.5	7.5
Length, mm	83.6	84.5
Circumference, mm	25.0	25.0
<u>Paper</u>		
Additive, type	Cit.	Cit.
Porosity, sec.	21	12
<u>Filter</u>		
RTD, in. of H <sub>2</sub> O	2.4	4.1
Length, mm	21.0	25.0
Weight, g	0.14	0.18
Tipping paper length, mm	39	39
Dilution, %	None	25
<u>Filler</u>		
Total alkaloids, %	1.77	1.45
Total reducing sugars, %	7.2	5.1
Wt. of tob., g	0.76	0.69
Rod Density, g/cc	0.244	0.234
<u>Menthol, mg/cig.</u>		
Smoke	0.22	0.26
Filler	1.7	3.0
Filter	0.3	0.8
<u>Unovertipped Data</u>		
Butt Length, mm	29	33
FTC Tar, mg/cig.	15.2	8.9
Nicotine, mg/cig.	1.04	0.58
Puffs/cig.	7.5	7.6
Menthол: Smoke, mg/cig.	0.30	0.34

JEW:gmm

cc: Mr. F. E. Resnik  
Mr. R. N. Thomson  
Dr. W. F. Gannon  
Mr. J. S. Osmalow  
Mr. F. L. Daylor  
Mr. H. G. Daniel  
Mr. L. F. Meyer  
Mr. H. L. Spicberg  
Mr. M. E. Johnston  
Mr. P. N. Gauvin  
Analytical File

1000359460

RECEIVED

CIGARET DEVELOPMENT DIVISION

TEST RELEASE FORM

SEP 26 1975

F. E. RESNIK

Test No. R-5375

Test Description Unidentified Belie methyl 85 vs Timer methyl

Requested by: Gaven (Reynolds)

Date Requested 9-16-75

Date Completed 9-18-75

CHECKED BY

Cigaret Inspection:

Filters

Filler Rod

Finished Cigt OK & H/W

Packaging OK & N/A

Analytical Specifications:

Sent to Analytical: 9-18-75

Date Received: 9-19-75

Date

SAMPLES SENT TO

Heanor (2pks) 9-22-75

Osmakow (2pks) 9-22-75

(2pks)

Kaukas (2ctn) 9-22-75

Daniel (1ctn) 9-22-75

APPROVED FOR RELEASE

J.H. Wauer  
Tobacco Semi-Works  
Facility Leader

APPROVED FOR RELEASE

J.S. O'Byrne  
Manager  
Cigaret Development  
Services Division

SHIPPING

Sent to Shipping

9-22-75

1000359461

RETURN BALLOT BY

R-5515

B

Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows:  
L9 - 5 packs and G5 - 5 packs. Remember, you do not have to smoke all of  
the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in  
the enclosed postage-paid envelope. Thank you very much - your cooperation in  
this test is most helpful.

D. F. Reynolds  
Panel Leader

PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST

First smoke some of the cigarettes marked L9 and then the cigarettes  
marked G5. Then compare the two cigarettes with each other and complete the  
questions below.

No  
L9      G5      Difference

Which cigarette:

1. has more total taste? \_\_\_\_\_
2. has an off-taste? \_\_\_\_\_
3. is harsher? \_\_\_\_\_
4. is more spicy? \_\_\_\_\_
5. is sweeter-tasting? \_\_\_\_\_
6. is more bitter? \_\_\_\_\_
7. is more tobacco-like in flavor? \_\_\_\_\_
8. has the better aftertaste? \_\_\_\_\_
9. has more menthol coolness? \_\_\_\_\_

10. Which do you prefer? (choose one) \_\_\_\_\_

11a. Check the box that best describes how you feel about the overall acceptability  
of the cigarette coded L9.

dislike	dislike	dislike	dislike	neither	like	like	like	like
extremely	very much	moderately	slightly	like nor	slightly	moderately	very much	extremely
dislike				dislike				

11b. Check the box that best describes how you feel about the overall acceptability  
of the cigarette coded G5.

dislike	dislike	dislike	dislike	neither	like	like	like	like
extremely	very much	moderately	slightly	like nor	slightly	moderately	very much	extremely
dislike				dislike				

12a. Would you buy the L9 cigarette if it were available now?

definitely	probably	possibly	uncertain	possibly	probably	definitely	not	not	not
definitely	probably	possibly	uncertain	possibly	probably	definitely	not	not	not
definitely	probably	possibly	uncertain	possibly	probably	definitely	not	not	not

12b. Would you buy the G5 cigarette if it were available now?

definitely	probably	possibly	uncertain	possibly	probably	definitely	not	not	not
definitely	probably	possibly	uncertain	possibly	probably	definitely	not	not	not
definitely	probably	possibly	uncertain	possibly	probably	definitely	not	not	not

1000359162

PHILIP MORRIS U. S. A.  
INTER-OFFICE CORRESPONDENCE  
RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: September 10, 1975  
From: Faye Reynolds Charge No. 2100  
Subject: R-5516 Unidentified Kool Milds 85 mm  
Cigarette vs. 85 mm Menthol 8-9 mg. Dil. CA  
Cigarette Coded X6D5ALL (over-tipped) to same length as control.

Test Requester: P. Gauvin

Approved by: L. Meyer  
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus 100  
Additional Kool Milds Smokers

Presentation: Paired Comparison

Quantity:

Control

Red Q6 1100 packs  
Black K2 1100 packs

Experimental

Red K2 1100 packs  
Black Q6 1100 packs

Cigarette Descriptions:

Control - Unidentified Kool Milds 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette  
Coded X6D5ALM (over-tipped to same length  
as control)

fs

cc: F. Resnik J. Wickham J. Whitman  
W. Gannon H. Daniel M. Johnston *Fay L. Meyer*  
R. Thomson H. Spielberg E. Chambers  
F. Daylor L. Meyer P. Gauvin  
C. Kounnas

1000359463

TO: Faye Reynolds DATE: September 30, 1975

FROM: J. E. Wickham

SUBJECT: Richmond Panel R-5516

DSANE = Red Q6 and Black K2 = Kool Milds Menthol 85 Cigarettes  
DSANF = Red K2 and Black Q6 = Experimental Timer Menthol 85  
Cigarettes

The experimental Timer Menthol 85 cigarettes (DSANF) were different from the Kool Milds Menthol 85 cigarettes (DSANE) in all characteristics except puff count, static burning time, circumference, filter length, filter weight and total alkaloids.

These cigarettes were overtipped in order for Kool Milds Menthol 85 cigarettes to be unidentified to the panelists.

IBM Code	Kool Milds Menthол 85	
	DSANE	Timer Menthол 85
<u>Smoke</u>		
Butt Length, mm	33	33
FTC Tar, mg/cig.	12.3	8.9
Nicotine, mg/cig.	0.80	0.58
Puffs/cig.	7.2	7.6
Filtration Eff., %	51	61
<u>Cigarette</u>		
Total RTD, in. of H <sub>2</sub> O	4.6	5.1
Static Burn. Time, min.	7.5	7.5
Length, mm	83.7	84.5
Circumference, mm	25.1	25.0
<u>Paper</u>		
Additive, type	Cit.	Cit.
Porosity, sec.	16	12
<u>Filter</u>		
RTD, in. of H <sub>2</sub> O	2.7	4.2
Length, mm	24.8	25.0
Weight, g	0.17	0.18
Tipping paper length, mm	30	30
Dilution, %	None	24
<u>Filler</u>		
Total alkaloids, %	1.52	1.45
Total reducing sugars, %	7.8	5.1
Wt. of tob., g	0.73	0.69
Rod Density, g/cc	0.247	0.234
<u>Menthол, mg/cist.</u>		
Smoke	0.26	0.34
Filler	1.7	3.0
Filter	0.4	0.8
JEW:gmm		
cc:	Mr. F. E. Resnik Mr. R. N. Thomson Dr. W. F. Cannon Mr. J. S. Osmalov Mr. F. L. Daylor Mr. H. G. Daniel Mr. L. F. Meyer Mr. H. L. Spiegelberg Mr. M. E. Johnston Mr. P. N. Gauvin Analytical File	

1000359464

## RECEIVED CIGARET DEVELOPMENT DIVISION

SEP 26 1975

## TEST RELEASE FORM

F. E. RESNIK

Test No. R-5516

Test Description Unidentified Kool with 85mm vs Yunar Menthral

Requested by: Gavrin (Reynolds) Date Requested 9-16-75

Date Completed 9-18-75

## CHECKED BY

## Cigaret Inspection:

Filters \_\_\_\_\_

Filler Rod \_\_\_\_\_

Finished Cigts OK JHW

Packaging OK GYW

## Analytical Specifications: Gavrin

Sent to Analytical: 9-18-75

Date Received: 9-19-75

## Date

## SAMPLES SENT TO

Krausen	(2pks)	9-22-75
Osmolow	(2pks)	9-22-75
	(2pks)	
Hannan	(2ctn)	9-22-75
Daniels	(1ctn)	9-22-75

## APPROVED FOR RELEASE

J.W.Wilson  
Tobacco Semi-Works  
Facility Leader

## APPROVED FOR RELEASE

J.S.Bornard  
Manager  
Cigaret Development  
Services Division

## SHIPPING

Sent to Shipping 9-22-75

1000359465

**RETURN BALLOT BY**

R-5516

B

Dear Panelist:

With this ballot I am sending you ten packs of cigarettes coded as follows:  
Q6 - 5 packs and K2 - 5 packs. Remember, you do not have to smoke all of  
the cigarettes - only as many as you need to complete the questionnaire.

When this questionnaire is completely filled out, please return it to me in the enclosed postage-paid envelope. Thank you very much - your cooperation in this test is most helpful.

D. F. Reynolds  
Panel Leader

**PLEASE READ ENTIRE BALLOT BEFORE STARTING TEST**

First smoke some of the cigarettes marked Q6 and then the cigarettes marked K2. Then compare the two cigarettes with each other and complete the questions below.

questions below.	<u>Q6</u>	<u>K2</u>	No Difference
Which cigarette:			
1. has more total taste?	—	—	—
2. has an off-taste?	—	—	—
3. is harsher?	—	—	—
4. is more spicy?	—	—	—
5. is sweeter-tasting?	—	—	—
6. is more bitter?	—	—	—
7. is more tobacco-like in flavor?	—	—	—
8. has the better aftertaste?	—	—	—
9. has more menthol coolness?	—	—	—
10. Which do you prefer? (choose one)	—	—	—

**11a.** Check the box that best describes how you feel about the overall acceptability of the cigarette coded Q6.

dislike dislike dislike dislike neither like like like like like  
extremely very much moderately slightly like nor slightly moderately very much extremely

11b. Check the box that best describes how you feel about the overall acceptability of the cigarette coded K2.

dislike dislike dislike dislike neither like like like like  
extremely very much moderately slightly like not slightly moderately very much extremely

12a. Would you buy the Q6 cigarette if it were available now?

definitely  probably  possibly  uncertain  possibly  probably  definitely  
 not  not  not

12b. Would you buy the K2 cigarette if it were available now?

definitely  probably  possibly  uncertain  possibly  probably  definitely  
 not  not  not

Source: <https://www.industrydocuments.ucsf.edu/docs/lqhk0000>

75-194

PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: July 1, 1975  
From: Faye Reynolds Charge No. 1503  
Subject: R-3579 Marlboro Y76 vs. Marlboro Y76  
with R&D RL (Test #75)

Test Requester: D. Keel

Approved by:

*Fay Lr*

Manager

Panel Makeup: 150 85 mm Marlboro Smokers  
150 85 mm Regular Filter Smokers

Presentation: Inverted Duo-trio

Quantity:

Control

Red	L9	660	packs
Red	N5	505	packs
Black	L9	660	packs
Black	K3	505	packs

Experimental

Red	K3	505	packs
Black	N5	505	packs

Cigarette Descriptions:

Control - Marlboro Y76

Experimental - Marlboro Y76 with R&D RL (Test #75)

fs

cc: F. Resnik J. Wickham J. Whitman  
W. Gannon H. Daniel M. Johnston  
R. Thomson H. Spielberg E. Chambers  
F. Daylor D. Keel

*Faye Reynolds*

1000359467

75-196

PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: September 10, 1975  
From: Faye Reynolds Charge No. 2100  
Subject: R-5516 Unidentified Kool Milds 85 mm  
Cigarette vs. 85 mm Menthol 8-9 mg. Dil. CA  
Cigarette Coded X6D5ALM (over-tipped) to same length as control)

Test Requester: P. Gauvin

Approved by: L. Meyer  
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus 100  
Additional Kool Milds Smokers

Presentation: Paired Comparison

Quantity:

Control

Red Q6 1100 packs  
Black K2 1100 packs

Experimental

Red K2 1100 packs  
Black Q6 1100 packs

Cigarette Descriptions:

Control - Unidentified Kool Milds 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette  
Coded X6D5ALM (over-tipped to same length  
as control)

fs:

cc: F. Resnik  
W. Gannon  
R. Thomson  
F. Daylor

J. Wickham  
H. Daniel  
H. Spielberg  
L. Meyer  
C. Kounnas

J. Whitman  
M. Johnston  
E. Chambers  
P. Gauvin

*Faye Reynolds*

1000359468

45-196

PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Jerry Osmalov (5) Date: September 10, 1975  
From: Faye Reynolds Charge No. 2100  
Subject: R-5515: Unidentified Belair 85 mm vs. 85 mm Menthol 8-9 mg. Dil. CA Cigarette Coded X6D5ALM (over-tipped to same length as control)

Test Requester: P. Gauvin

Approved by: L. Meyer  
Manager

Panel Makeup: 300 85 mm Menthol Smokers plus  
100 additional Belair smokers

Presentation: Paired Comparison

Quantity:

Control

Red L9 1100 packs  
Black G5 1100 packs

Experimental

Red G5 1100 packs  
Black L9 1100 packs

Cigarette Descriptions:

Control - Unidentified Belair 85 mm Cigarette

Experimental - 85 mm Menthol 8-9 mg. Dil. CA Cigarette  
Coded X6D5ALM (over-tipped to same length  
as control)

fs

cc: F. Resnik J. Wickham J. Whitman  
W. Gannon H. Daniel M. Johnston  
R. Thomson H. Spielberg E. Chambers  
F. Daylor L. Meyer P. Gauvin  
C. Kounnas

*Faye Reynolds*

1000359469

1000359470

